

THE LAGNIAPPE LETTER

& LAGNIAPPE QUARTERLY REPORT

CONCISE ANALYSIS

SYSTEMATIC INFORMATION

FOR THOSE WHO MUST MAKE

INFORMED DECISIONS

ABOUT LATIN AMERICA

The biweekly <u>Lagniappe Letter</u> provides hard news and analysis on economic, financial, business and legal topics that affect your business in Latin America.

The <u>Lagniappe Quarterly Report</u> analyzes the cutting edge issues driving the economic and political agendas of the largest countries in the region.

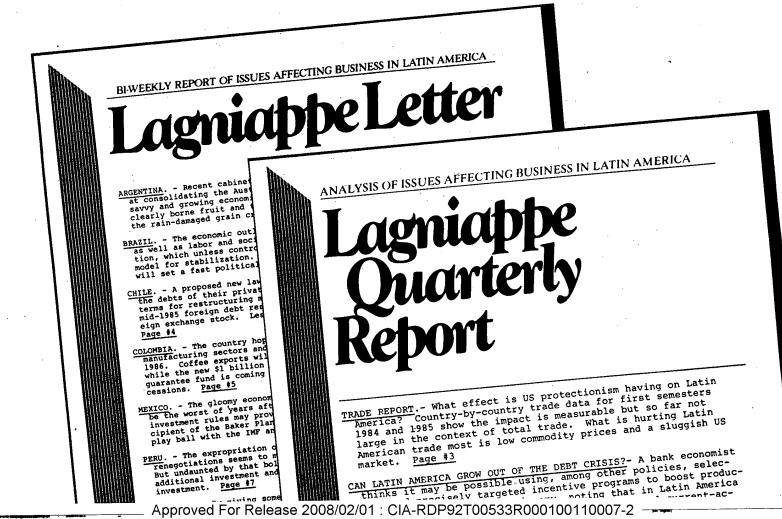
The <u>Lagniappe Quarterly Monitor</u> provides monthby-month statistics and projections of key financial data, plus synopses of production trends and major corporate moves.

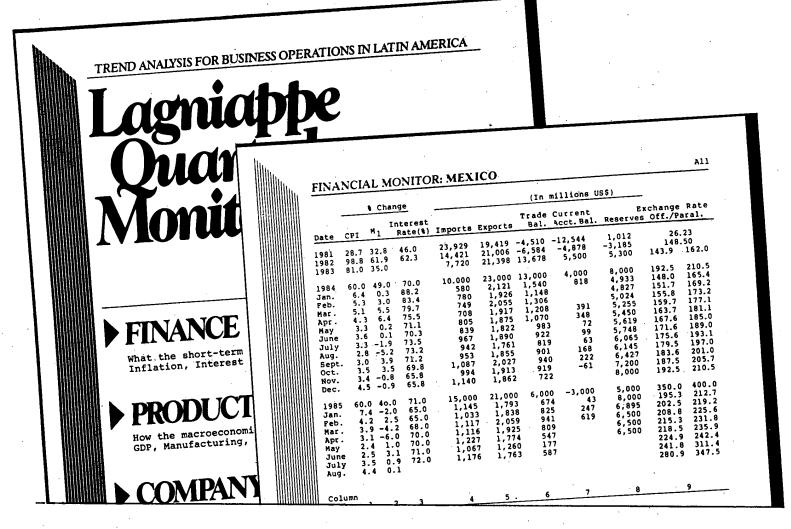
- LAGNIAPPE RECOGNIZES YOUR NEED FOR CONSISTENT INFORMATION AND ANALYSIS THAT KEEPS YOU SUPERBLY BRIEFED ON THE MAJOR MARKETS OF THE REGION.
 - IT DOES SO IN A WAY THAT MAKES EFFICIENT USE OF YOUR TIME.
- IT REPLACES AND SURPASSES OTHER PUBLICATIONS YOU MAY RECEIVE THAT ARE MORE COSTLY AND LESS USEFUL.
 - IT IS A CONCENTRATED BUT RICH INFORMATION PACKAGE.

In addition to the systematic country coverage, each biweekly *Lagniappe Letter* carries a SPECIAL REPORT on pages #9 and #10 focusing on timely financial, trade and market developments that offer important insights for business decision-making.

The *Quarterly Report* probes the big issues that can alter the political/economic risks of doing business in the region—issues like US trade policy, the trend toward privatization, investor attitudes, terrorism and other forms of political destabilization. Every *Quarterly* also contains a DEBT REPORT that keeps you advised country-by-country on the negotiations and agreements reached between creditors and debtors.

The *Quarterly Monitor* is a data base that is both a handy reference tool for keeping track of key indicators, like month-by-month changes in exchange rates, cost of money, cost of living and trade trends, as well as an advisory system of where key economic indicators are expected to go in coming months. A COMPANY MONITOR keeps you briefed on expansions, acquisitions, sellouts and other moves by major companies operating in each large market.





WHY SUBSCRIBE TO LAGNIAPPE?

- 1. <u>Relevant information</u>. We distill and interpret country-by-country the specific economic, financial, trade, policy and political developments that are of prime interest to corporations and banks.
- 2. <u>Systematic coverage</u>. The major markets of Argentina, Brazil, Chile, Colombia, Mexico, Peru and Venezuela—where your exposure is greatest—are covered in every biweekly *Lagniappe Letter*. Ecuador is covered as events require and always in the *Quarterly Monitor*.
- 3. <u>A concise format.</u> The one page devoted to each country or issue and the disciplined editing enable you to keep your knowledge of Latin America well honed with only 45 minutes expenditure of time every two weeks. The orderly cover presentation allows you to scan the regional panorama in five minutes.
- 4. <u>Intelligent analysis</u>. <u>Lagniappe</u> is the product of analysts in each country who know the local situation intimately. They are backed by a US based staff of professionals who have years of experience analyzing Latin American developments as they apply to business.
- 5. <u>Moderate pricing.</u> At \$500 for an annual subscription, *Lagniappe* is less expensive than any other publication of this quality on the market today.

We invite you to subscribe by filling in the order form on the back of this brochure.

LAGNIAPPE* IS NOT JUST A NEWSLETTER.

IT IS A REASONABLY PRICED BRIEFING SYSTEM OF ENORMOUS UTILITY TO THOSE PROFESSIONALLY INVOLVED IN LAFFN-AMERICA.

"There is no other publication like it. It's one of a kind on Latin America."

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"Lagniappe is the publication on Latin America we most look forward to receiving. It is very thoughtful and very informative. The format is practical, with the issues distilled on the cover and more detail inside. This feature is especially attractive."

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"Lagniappe consistently deals with practical corporate and financial information. It does not waste an executive's time with irrelevant information."

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"Lagniappe is timely. It gets the news out while it's still bot. The biweekly clearly delineates issues and suggests implications. The Quarterly Reports are very useful summaries of trends. I rely on them."

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"Lagniappe is an excellent publication, far superior to the alternatives. It is not only informative, but thoughtful, and it avoids both the carping and pep talk of its competitors."

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"We get a lot of information on Latin America, but we have to read Lagniappe because its information is fresher and better analyzed than other sources."

World Bank Executive

"It's the best quick summary of critical issues for business operations in Latin America."

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*The word is from Quechua and means something extra, value added.

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